



Application Serial No. 09/712,887  
Customer No. 24498

Attorney Docket No. PU000126

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Barry Jay Weber  
Serial No. : 09/712,887  
Filed : November 15, 2000  
For : Internet Multimedia Advertisement Insertion Architecture  
Examiner : David R. Lazaro  
Art Unit : 2155

RESPONSE

Mail Stop Amendments  
Commissioners of Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir,

In response to the Final Office Action mailed on March 9, 2006, for which a 3 month period ending June 9, 2006 was set in which to respond, Applicants request a three month extension to submit this response in connection with a Request for Continuing Examination. The following amendments and comments are submitted and reconsideration of the claim rejections is respectfully requested.

**Listing of the Claims** begins on page 2.

**Remarks** begin on page 7.

09/21/2006 RDESTAI 00000065 070832 09712887

01 FC:1253 1020.00 DA